

BUSINESS PARTNERSHIPS FOR HEALTHCARE SOLUTIONS

Alaska Health Care Commission

October 10, 2013

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HealthCare 21 Business Coalition (*Knoxville, Tennessee*)

Business Coalitions

- Simple Concept
 - ▣ Leverage the collective size and resources of a group of organizations to influence the cost, quality and access to health care services in a community, region, state, or the nation.
- Core Mission
 - ▣ To help members maximize the value of the benefits they provide.
- Organizational strategy relies on committed community partnerships to drive quality improvement while managing the rising cost of health care.
- Coalitions lead the charge that drive improvements in health care.

HealthCare 21 Business Coalition

Chartered in 1997 as a multi-stakeholder organization by 10 corporate companies, HealthCare 21 Business Coalition (HC21) is a non-profit, member driven organization committed to improving the quality and cost of healthcare in Tennessee and the surrounding region.

▣ Mission Objectives

- Improve the purchasing process (employers, brokers, consultants)
- Improve the health system (health plans, hospitals, physicians)
- Improve the health of the community (employees, consumers, public)

Our mission and vision are accomplished through innovation, collaboration and engagement with a variety of stakeholders – the people who write the checks for health care services.



HealthCare 21, Knoxville, TN Founded with 10 Original Members



HC21 joined the National Business Coalition on Health

First Endorsement of Health Plans

First Forum Topic "Addressing the Root Causes of Rising Health Care Costs"

Chattanooga Cleveland Council Founded with Six Original Purchaser Members

HC21 Participated in a Patient Survey Research Project with Harvard Medical School



Designated as One of the First Six Leapfrog Regional Rollout Leaders



First to Publish Leapfrog Data

Changed MEWA Legislation in Tennessee

2002 Purchaser Award for Coalition of the Year from the Florida Coalition

PBM Contract Established



First to Publish Spanish Consumer Guide and North Georgia Consumer Guide

Nashville Council Founded with Three Original Purchaser Members



First College for Advanced Management of Health Benefits

First Endorsement of EAP

1997

1998

1999

2000

2001

2002

2003

2004

2005

Data Cooperative RFP Created

Office Expansion - Moved

TN Improving Patient Safety Award Honorable Mention for Knoxville Area Hospital Study Group



M&M Management and Mentoring Program Established for HC21 Purchaser Members

2006

Data CO-OP Collecting Medical + Rx Claims for Over a Dozen Employers

TN Improving Patient Safety Award First Place for Knoxville Area Hospital Study Group

2007

SC Coalition on Health Founded with 10 Members



First Broker Endorsement

eValue8 Begins **eValue8** HEALTH CARE

2008

Tennessee Diabetes Report Published

Offer Chronic Care Network in Partnership with Local Healthcare Provider Members

2009

HC21 Endorses Employers Health/Caremark as PBM



First Data CO-OP Analysis Using Productivity Data

2010

HC21 Consumer Guide Recognized by GDC



LMU / HC21 Center for Healthcare Effectiveness is Launched

Tone In Your Zone School Health Initiative

2011

HC21 Solutions is Launched

- Data Integrator (Data CO-OP)
- KYN
- Health Risk Coaching

HC21 HealthCare 21 **SOLUTIONS**

NBCH Superior Leadership in Value Based Purchasing Membership Award

2012

Georgia Council Formed with Seven Original Members

SC CO-OP (Consumers' Choice Health Insurance Co.) is Launched



TN CO-OP (Community Health Alliance) is Launched





Improving Community Health

Opportunities Abound

Knoxville Hospital Community Project (2005)

- Members and non-members
- Hospitals and businesses
- Funded by hospitals
- A “first” for everyone
- Tennessee State Improving Patient Safety Award

WHAT IF...



All Care Was Based On Best-Known Science?

Knoxville Hospital Community Project

Mission: Knoxville hospitals are working together collaboratively with HealthCare 21 Business Coalition to improve outcomes for our sickest patients by decreasing ventilator associated pneumonia (VAP).

Goal: Lower VAP rates in the community.

Proposed Interventions: Implement the “ventilator bundle”

1. Head of bed (HOB) is elevated equal to or greater than 30 degrees
2. Patient receives stress ulcer prophylaxis (SUD)
3. Patient receives deep vein thrombosis (DVT) prophylaxis
4. Sedation vacation
5. Oral care protocol
6. Daily goal sheet
7. Multidisciplinary rounds

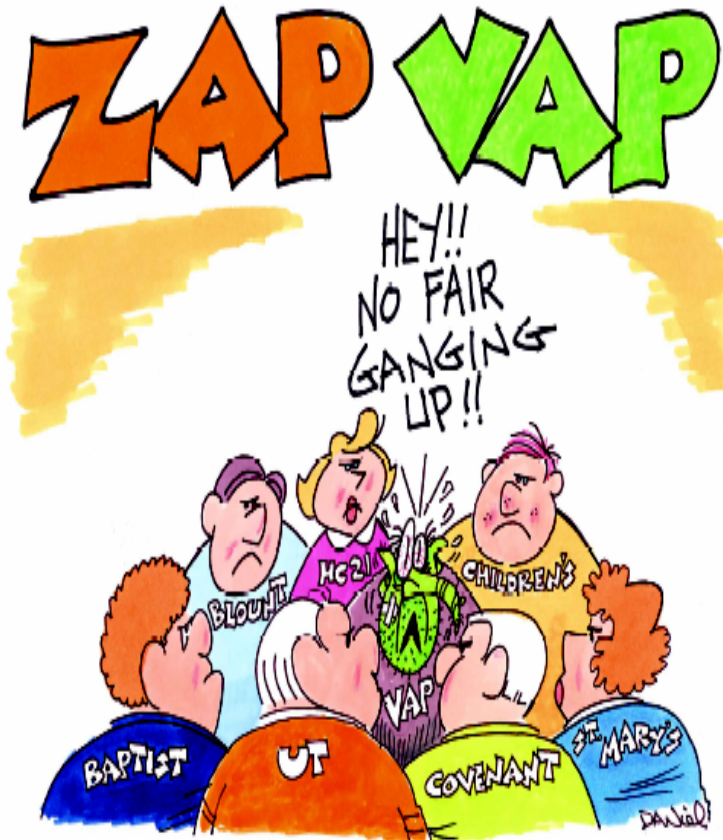
Measurement:

1. VAP rate decreases as a result of successfully implementing the “ventilator bundle”
2. Project lives and dollars saved from decreasing VAP rate

Data will be pooled from Baptist Hospital of East TN, Baptist Hospital West, Blount Memorial Hospital, East TN Children Hospital, Fort Sanders Regional Medical Center, Fort Sanders Parkwest Medical Center, Methodist Medical Center, St. Mary's Medical Center, and UT Medical Center to report an aggregate community rate. Q-Source will provide blinded comparative data quarterly to the hospitals.

Knoxville Hospital Community Project (2005)

- 185 patients
- \$1.4 Million
- 30% Mortality rate
- Leading cause of ICU deaths
- Hospital stays increase by 13 days
- + \$40,000 in Inpatient charges



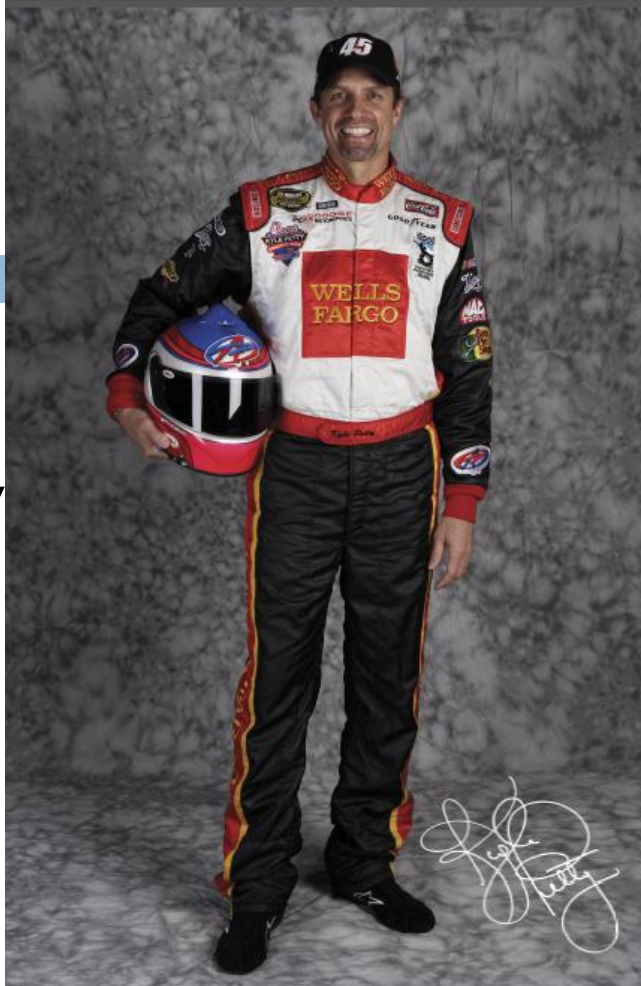
*Ventilator
Associated
Pneumonia:*

*Getting Zapped by
Your Local Hospitals!*



Rapid Response Teams

- One of five IHI 100,000 Lives Campaign protocols to prevent medical emergencies thereby decreasing mortality
- An RRT is a team of clinicians who can respond immediately to assess a patient's condition and assist with communicating care with the patient's physician
- Reduce deaths by 37%

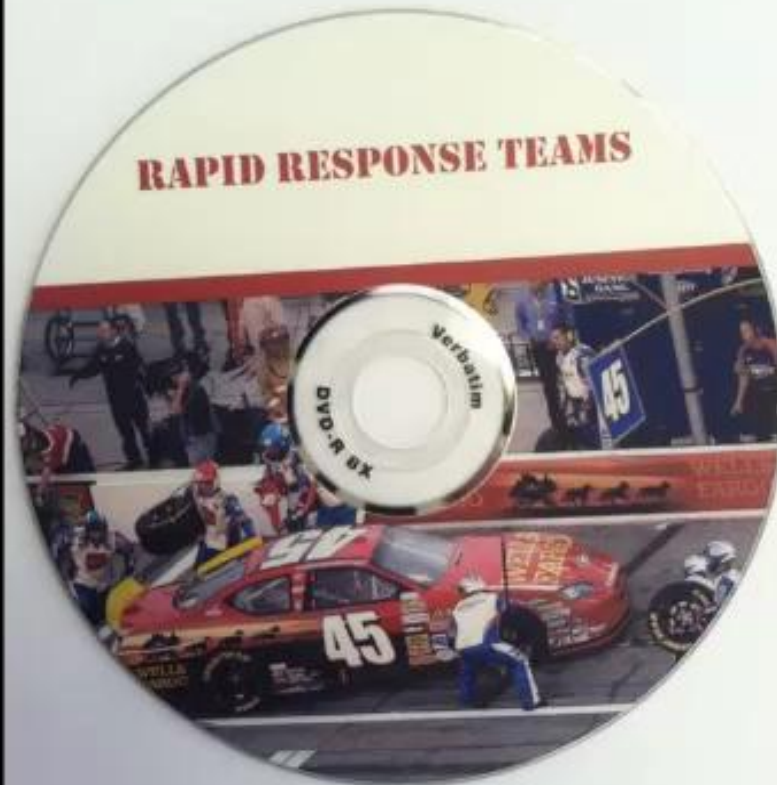


“Racing is my job. It takes skill, a good team and quick reactions to dangerous situations to be a safe driver.”

- Kyle Petty

Ask us about our hospital Rapid Response Team that saves lives.

TRAPIST | Mount Memorial | Saint Thomas | Children's Hospital | HCA | Methodist | Padgett | St. Mary's | Medical Center



Rescue me
Take my vital signs
Rescue me
Assess for early signs
I'm cyanotic
And I'm blue
I need O2
And a venti-mask too
Come on and rescue me

Come on baby call the RRT
Come on baby call the RRT

Cause I need you by my side
You can stop clinical decline

Lessons Learned

- Hospital competitors can effectively partner in quality and safety improvement efforts
- Public reporting of outcomes data as “community” results rather than individual hospital results is helpful in creating trust and encouraging sharing of failures, as well as successes
- Bringing together physicians, nurses, and other healthcare professionals from across the healthcare community to focus on the implementation of a safety/quality initiative is effective in accelerating community-wide adoption of evidence-based healthcare
- The business community will support healthcare safety/quality efforts when they are educated about the impact of the challenge

Consumer Guide on Health

- ❑ Produced annually since 2001
- ❑ Free distribution
- ❑ Included in open enrollment packets
- ❑ Distributed at health fairs
- ❑ Available in public libraries across Tennessee
- ❑ PDF version available via approved websites



ARE YOU READY TO QUIT?



Think about what is most important to you.

- **Improve your health.** According to the Surgeon General, quitting smoking is the single most important step a smoker can take to improve the length and quality of his or her life. Smoking can worsen certain conditions like asthma and COPD.
- **Save money.** If a pack of cigarettes costs \$5.00, smoking one pack per day adds up to \$1,825 each year.
- **It's good for the people around you!** Cigarette smoke is harmful to everyone who inhales it, not just the smoker. Children who live with smokers get more chest colds and ear infections.

Source: American Lung Association, www.lungusa.org
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READY...
SET...
GO!

20 minutes after your last cigarette your blood pressure drops.

24 hours after your last cigarette your risk of having a heart attack decreases.

72 hours after your last cigarette it is easier for you to breathe.

Source: The Tennessee Department of Health

Before you quit, **START** by taking these 5 important steps:



S = Set a quit date.

T = Tell family, friends, and coworkers that you plan to quit.

A = Anticipate and plan for the challenges you'll face while quitting.

R = Remove cigarettes and other tobacco products from your home, car, and work.

T = Talk to your doctor about getting help to quit.

Think about choosing a special quit day such as World No Tobacco Day on May 31st or The Great American Smokeout (the third Thursday of each November.)

Check with your employer to see if there are programs/classes they sponsor to assist with tobacco cessation.

Source: www.smoketree.gov

HOW DOES SECONDHAND SMOKE AFFECT YOU?

1. Many millions of Americans are exposed to secondhand smoke in their homes and work despite substantial progress in tobacco control.
2. Secondhand smoke exposure causes disease and premature death in children and adults who do not smoke.
3. Children exposed to secondhand smoke are at an increased risk for sudden infant death syndrome (SIDS), respiratory infections, ear problems, and more severe asthma.
4. The scientific evidence indicates that there is no risk-free level of exposure to secondhand smoke.
5. Eliminating smoking in indoor spaces fully protects nonsmokers from exposure to secondhand smoke.

Source: CDC

DO'S & DON'TS FOR HELPING A FAMILY MEMBER QUIT

Do try to see it from the smoker's point of view -- a smoker's habit may feel like an old friend that has always been there when times were tough. It's hard to give that up.

Do help the quitter with whatever will help lighten the stress of quitting.

Do respect that the quitter is in charge. This is their lifestyle change and their challenge, not yours.

Do celebrate along the way. Quitting smoking is a BIG DEAL!

Don't take the quitter's grumpiness personally during his or her nicotine withdrawal.

Don't offer advice. Just ask how you can help with the plan or program they are using.

Source: American Cancer Society



DID YOU KNOW?

It's more than just smoking cessation. It's tobacco cessation. Tobacco products include cigarettes, chewing tobacco, dipping tobacco, cigars, pipe tobacco and various other types.

Improving the packaging and formatting the directions of tobacco cessation products to a fifth-grade reading level may help smokers increase their chances at successful quitting.

Electronic cigarettes are dangerous health hazards because:

- They contain cancer causing agents and numerous toxic chemicals such as diethylene glycol, a chemical used in antifreeze. Some cartridges have been found to contain traces of nicotine.
- They appeal to youth because of their high-tech design, and sweet flavoring such as strawberry, vanilla and caramel.

Source: American Journal of Preventative Medicine (March 2010)



COMPARING HEALTH PLANS



MEASURES	BLUECROSS BLUESHIELD OF TN	CIGNA	UNITED HEALTHCARE
Provides Counseling Options Such as: -Interactive online support -Counseling by Telephone -Group sessions -Individual in person sessions	Yes	Yes	Yes
Advising Smokers to Quit: HEDIS: The percentage of health plan members 18 years of age and older who were current tobacco users, and who received advice to quit smoking or using tobacco.	69.33%	76.10%	69.44%
Discussing Medications: HEDIS: The percentage of health plan members 18 years of age and older who discussed or were recommended cessation medications to help them quit.	51.85%	50%	53.70%
Discussing Strategies: HEDIS: The percentage of health plan members 18 years of age and older who discussed or were recommended cessation methods or strategies to help them quit.	38.41%	37%	42.59%

Source: eValueSM 2009
eValueSM is the nation's leading, evidence-based request for information (RFI) tool, that is widely used by business health coalitions, their purchaser members, and national employers to assess and manage the quality of their health care vendors. eValueSM raises the bar for health care performance.

What is HEDIS (Healthcare Effectiveness Data and Information Set)? HEDIS is a tool used by more than 90 percent of America's health plans to measure performance on important dimensions of care and service. HEDIS makes it possible to compare the performance of health plans on an "apple-to-apple" basis. Health plans also use HEDIS results themselves to see where they need to focus their improvement efforts.

ABOUT HEALTHCARE 21 BUSINESS COALITION

HealthCare 21 Business Coalition is a non-profit organization focused on improving the cost and quality of health care in Tennessee. We believe it is important to provide user-friendly information on health care quality to help you and your family members make educated decisions about your care. Quality health care begins with you and the decisions you make about your health. Use this Guide to learn more about how to stay well and find the care that is right for you.

HealthCare 21 Business Coalition is a member of the National Business Coalition on Health



Reducing Costs
Improving Quality
Creating Value



www.hc21.org

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Community Challenge- Obesity

Not me you say...

□ Facts

- ▣ 8.3% of the US has diabetes
- ▣ 25.2% have pre-diabetes
- ▣ Average medical costs are \$6,400 more for diabetics
- ▣ 10% of pre-diabetics develop Type 2 annually
- ▣ Type 2 leading risk factors are overweight and obesity
- ▣ Diabetics lose 10-15 years of life, on average

□ Good News: DPP

- ▣ 5-7% body weight loss can prevent Type 2 diabetes
- ▣ 58% of participants decreased their diabetic risk for the next 5 years
- ▣ 43% of participants had still kept Type 2 diabetes away 10 years later

Community Challenge- Obesity

□ Our Role in DPP

- ▣ Trusted convener of employers and other stakeholders
- ▣ Raise employer and health plan awareness of DPP, through education and outreach
- ▣ Share best practice models on how to incorporate DPP into benefit offerings and worksite health promotion programs
- ▣ Help organize and recruit DPP providers
- ▣ Provide program reporting and billing services



FIVE GOALS FOR
LIVING WELL WITH DIABETES

[HOME](#)[THE D5 GOALS](#)[OUR REPORTS](#)[RESOURCES](#)

A *MN HealthScores* Project

[VIEW DIABETES REPORTS
For Area Clinics](#)

FIVE GOALS. ONE REASON: LIVING WELL.

If you have diabetes, it is important to take steps to manage your conditions. The D5 represents 5 goals you need to achieve to reduce your risk for complications.



You achieve the D5 when you meet all five goals:

1. Your blood pressure is less than 140/90 mmHG
2. Your bad cholesterol, LDL, is less than 100 mg/dl
3. Your blood sugar, A1c, is less than 8%
4. You are tobacco-free
5. You take an aspirin as appropriate

The D5 was created to make it easier for people with diabetes to work together and set and achieve goals to better manage the disease. When you achieve D5 success, you reduce your risk for complications such as heart attack, stroke and problems with your kidneys, eyes and nervous system.

[EXPLORE THE D5 GOALS ►](#)

Diabetes (dye-uh-BEE-teez) occurs when there is too much glucose (sugar) in the blood and not enough in the cells of your body. This can interfere with your body's ability to convert food into energy needed for daily life.

Community Crisis- Narcotic Overuse

- ❑ 33 scripts and 3,000 pills in last year
- ❑ Outstanding Employees: Injured, Addicted, Fired, or Dead
- ❑ Citizens killed by impaired employees
- ❑ 34% of TN's opioid scripts written in Knox County
- ❑ Average cost of drug dependent baby; \$62,900
- ❑ 36 pain clinics within one county
- ❑ Lost productivity; immeasurable

Community Crisis- Narcotic Overuse

- Multi-stakeholder Approach- Initiative to bring awareness to the narcotic overuse epidemic
 - ▣ Employer tool kit
 - ▣ Community education
 - ▣ Provider tools
 - ▣ School resources
 - ▣ Health plan assistance
 - ▣ Benefit design



Employer Community Impact

- Barrette Outdoor Living
 - ▣ Fully insured private Canadian-owned company
 - ▣ Over 700 employees located in rural East Tennessee
 - ▣ **57%** premium increase seen in 2008
- Goal- Develop a total population health risk management strategy to better understand and manage risks
 - ▣ Bulls Gap, TN
 - ▣ Flint, MI
 - ▣ Pendergrass, GA
 - ▣ Cleveland, OH



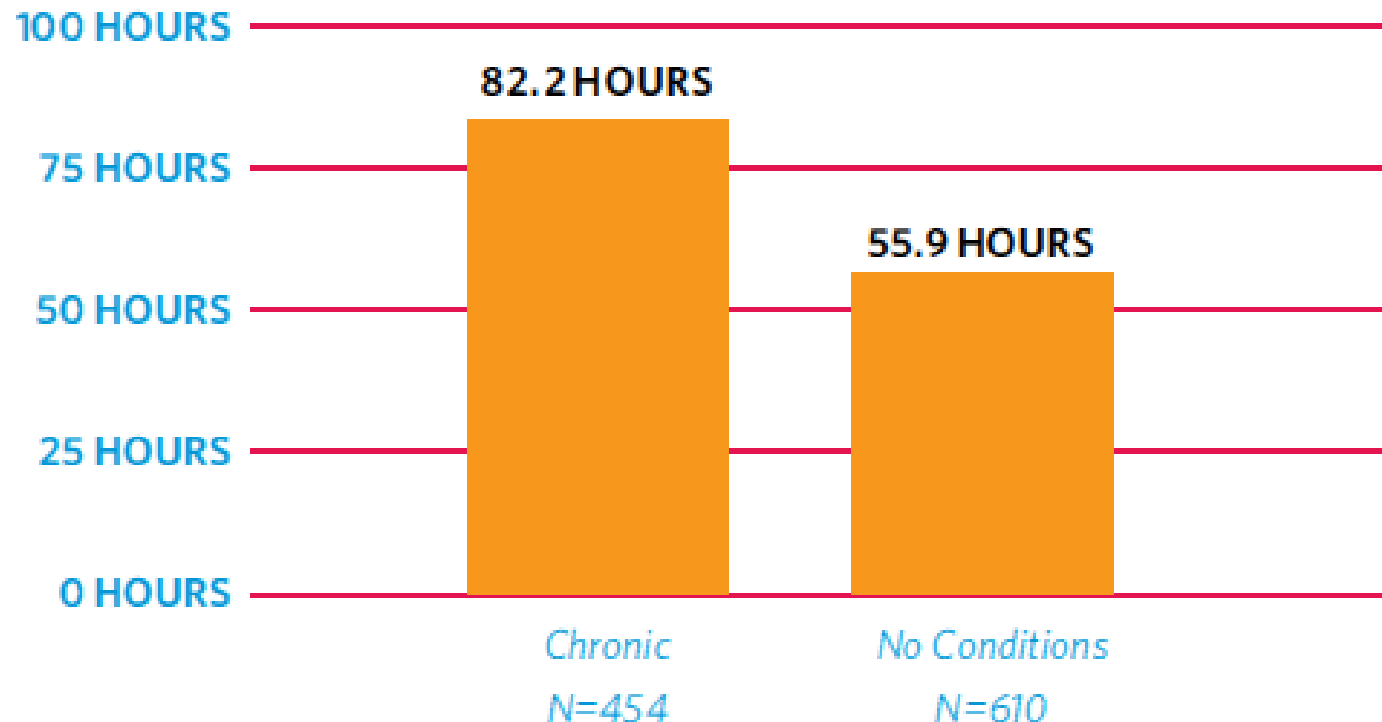
Employer Community Impact

- Multi-stakeholder Approach- Program development, implementation and evaluation
 - ▣ Broker
 - ▣ Health plan
 - ▣ HC21
 - ▣ Employer payroll
 - ▣ Finance
 - ▣ Human Resources



Employer Program Evaluation

AVERAGE SICK LEAVE OF CHRONICALLY ILL EMPLOYEES VERSUS THOSE WITH NO CHRONIC ILLNESS



On average, employees with at least one chronic condition cost their employer 26 more hours of sick leave than their colleagues with no chronic conditions.

For this group of 454 employees, that amounts to **1,496 total additional days of lost time, or \$246,888 in lost productivity** due to absence.

Risk Factor Improvements: **Success**

- 60% of population between ages 30-50; 38% had 5 or more risks
- 20% quit smoking
- 61% showed improvement in BMI
- 34% met personal health goals
- 91% moved into an action stage in readiness to change
- Health plan renewal rate reduced to 4%
- Potential to move to self-insured health plan
 - ▣ Increased cost savings
 - ▣ More creative benefit design

Community Mission

PROJECT: A Plan to Improve Food Choices & Increase Healthy Diet Decisions within Knox County Food Deserts

Access

Introduce a mobile food market to provide affordable, healthy foods

Education

Function as a resource of information on basic food knowledge

Improved Health

Develop educational campaigns that address lifestyle issues associated with chronic disease such as obesity and diabetes



Mentors: National Mobile Market, Three Rivers Market & Food Policy Council

Food Sources:
KBGA, Beardsley, Three
Rivers, Second Harvest (and
other wholesale distributors)

Education



HC21
Food City
CAC
SOAR
Boys & Girls Clubs

Healthy recipe cards, Cooking demonstrations,
Food cutting and preparation techniques, Food storage tips,
Serving sizes, Budgeting for better health, Home Gardening,
Exercise and activity promotion, Obesity education, and Diabetes prevention.



Lonsdale

Old Sevier

East
Knoxville

Mobile food markets
offer easier access to
fresh fruits and
vegetables, plus healthy
staples, such as dry and
canned goods, and
dairy products.

This concept lessens the
burden of shopping via
bus, making healthier
foods more convenient.

Partner Approach

- Numerous players assisted
 - ▣ HC21
 - ▣ Community associations, leaders & businesses
 - ▣ Churches
 - ▣ Local government
 - ▣ Local growers
 - ▣ Food Policy Council
 - ▣ Health Department



Partnership Value

- Influence
- Access
- Evaluation
- Strategy
- Participation
- Opportunity
- Networking
- Ability
- Knowledge
- Innovation
- Community Support
- Health Risk Management
- Shared Brain Power
- Collective Action
- Consumer Engagement
- Motivated Team
- National reach, local action





Health Risk Management: A Business Partnership Opportunity

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